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Latin American ETS Project:
Strategy and Budget Proposal for 1994

1. Introduction

The Latin American ETS Project ("Latin Project") was initiated in early 1991 by British-American Tobacco Company and Philip Morris International. The focus of the Latin Project in 1991 and 1992 was on the recruitment and training of the scientific consultants. In 1993, however, several major projects were completed which established the majority of the consultants as the regional experts on indoor air quality issues in general and the ETS issue in particular.

At least four major indoor air quality monitoring projects will be completed by the end of the year. These studies, as well as several smaller studies and research projects, will be presented at a regional journalist conference in Quito, Ecuador on October 26-27, 1993. The Ecuador conference, sponsored by the Centro Internacional de Estudios Superiores en Comunicación Para America Latina (CIESPAL) and organized with the substantial assistance of our Ecuadoran consultant, Dr. Jean Raad, will provide the consultants a forum of unsurpassed prestige in the region for introducing the indoor air quality issue to the Latin American media.

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At present, the Latin Project includes fifteen consultants from seven countries: Argentina, Brazil, Chile, Costa Rica, Ecuador, Guatemala and Venezuela. The consultants represent a wide variety of scientific disciplines, including oncology, pulmonary and cardiovascular medicine, epidemiology, chemistry, biochemistry and microbiology. With the exception of Argentina, the recruitment of additional consultants is unlikely in 1994.

2. The Strategy for 1994

As the Latin Project enters its second active year, most of the consultants are well positioned to take a strong and proactive stance on indoor air quality and ETS issues. Retainer agreements with several of the consultants are proposed for 1994 in order to encourage them to become far more active in media and public relations initiatives.

A central strategy of the Latin Project, however, must continue to be the generation and promotion of solid scientific data, not only with respect to ETS specifically but also with respect to the full range of potential indoor and outdoor air contaminants. While fewer large scale scientific projects are anticipated in 1994 than in 1993, the consultants must be permitted and, in fact, encouraged, to undertake scientific research projects -- and to publish their views in local scientific journals -- in order to solidify further

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their positions as the regional experts on indoor air quality and ETS.

To achieve the 1994 objectives of the Latin Project, regional and country-specific initiatives will thus emphasize:

(1) Direct and timely responses by the consultants to unbalanced or exaggerated media reports on ETS or unreasonable proposals to restrict smoking in public places.

(2) Preparation and placement of scientific articles in the popular press addressing ETS, indoor and outdoor air quality issues.

(3) Publication by the consultants of review articles in local and regional scientific journals.

(4) Presentations on indoor air quality and ETS issues at major scientific conferences and follow-up press conferences.

(5) Continued education of the consultants on new developments on indoor air quality issues in general and ETS and health issues in particular.

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Regional and country-specific proposals for the Latin Project for 1994 are described below. These descriptions are followed by an estimate of Covington & Burling's fees and expenses for administering the Project and a detailed budget breakdown.

3. Regional Initiatives Proposed for 1994

Regional initiatives proposed for 1994 include:

(A) A major regional indoor air quality conference to be held in Argentina in May 1994. The conference would be organized as a two-day seminar in which presentations on a broad range of indoor and outdoor air quality issues would be made by the consultants and other scientists. The conference would be hosted by the Academy of Sciences of Buenos Aires and sponsored by Indoor Air International. Efforts would be made to encourage the President of the Republic or other prominent government officials to open the conference. Proceedings of the conference, to be entitled "Indoor and Outdoor Air Quality in Latin America," would be published in Spanish and made available well in advance of the conference. The proceedings would provide the basis for a series of media initiatives, both in Argentina and throughout the region, on indoor air quality and ETS issues. The budget, which will include the preparation of papers by consultants and selected international speakers, as well as publication of the

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proceedings and associated media materials, is estimated at U.S. $150,000.

(B) The publication of regional media articles addressing common indoor air quality problems and the inappropriate approaches taken in the United States -- including smoking bans -- to resolve those problems. The articles would be written by free-lance journalists or, where appropriate, by one or more of the consultants for regional circulation. The estimated budget for this initiative is U.S. $30,000.

4. Proposed Country-Specific Initiatives

(A) Argentina

(i) IAQ Study. A relatively small indoor air quality study is proposed for Argentina. The study would focus on indoor air quality in offices and restaurants and would be undertaken by consultants recruited from an Argentine university working with either Dr. Lionel Gil of Chile or AmbioConsult of Venezuela. The project should be completed during the first four months of the year in order to ensure that results are available for the regional symposium proposed for May.

Budget: $ 50,000

(ii) Retainer relationships. Covington & Burling proposes to enter into a retainer agreement with Dr.

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Carlos Alvarez. Pursuant to the agreement, Dr. Alvarez would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Alvarez will be told that journalists will be invited by industry representatives to contact him directly and that, in the event that no such direct contacts take place, he is expected to write letters to the editors of reporting newspapers or magazines. A maximum of four letters per year would be expected from Dr. Alvarez in order to prevent his overexposure.

(b) Write two articles for the popular press addressing indoor air quality issues from a medical perspective. The first article would address the proposed Buenos Aires symposium. The second article would address other indoor air quality issues, such as the health impact of carbon monoxide exposure among restaurant workers. These articles would be placed in popular local magazines.

(c) Write one scientific article on the science of ETS, to be published in Acta Cardiólogica. A suggested topic would be animal studies that antismoking activists in the United States have suggested support a plausible association between ETS exposure and heart disease.

(d) Present his views on ETS and indoor air quality issues to the President of the Republic and to

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other government officials on an informal basis and, should smoking restriction legislation be reintroduced, to become active in opposing such legislation.

Budget: $ 50,000

While we do not propose to enter into a retainer agreement with Dr. Fustinoni, we will encourage him to continue to be involved in the Latin Project. In particular, we would seek his assistance in organizing the proposed Buenos Aires symposium.

(B) Brazil

(i) Retainer relationships. A retainer agreement is proposed for Dr. Antonio Miguel. Pursuant to the agreement, Dr. Miguel would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Miguel would focus particularly on the low levels of ETS found in commercial buildings, using the results of the 1993 Brazilian field study as support for arguments. Dr. Miguel will be told that industry representatives may identify him to journalists as a local expert on ETS and indoor air quality measurements and invite them to contact him for comment on indoor air quality issues. If Dr. Miguel is not contacted by

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journalists directly, he will be expected to write letters to the editors of newspapers or magazines publishing ETS or indoor air quality articles. To avoid his overexposure, a maximum of three letters per year would be expected.

(b) Write two articles for the popular media. The first would compare indoor and outdoor pollution in Sao Paulo and Rio. The second would address air quality concerns in restaurants.

Budget: $ 20,000

(ii) Aircraft study. Nominal support should be provided to consultants based at the Federal University of Rio de Janeiro to assist them in undertaking an indoor air quality study of aircraft. Primarily, this assistance would include support for the scientists to travel to the United States in order to learn the specialized techniques involved in aircraft monitoring.

Budget: $ 15,000

(iii) Sick Building Syndrome study. Drs. Siqueira, R. Cardoso and Miguel would be asked to perform a sick building study in Sao Paulo, with the assistance of AmbioConsult. The study would identify ten offices in Sao Paulo known to be suffering from sick building syndrome for

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investigation. Dr. Siqueira would measure microbiologic levels, Dr. Miguel would investigate chemical levels, and AmbioConsult would review the ventilation systems for each building. In addition, Dr. R. Cardoso would assess occupant complaints through a health and well-being questionnaire. The results of the study would be published in a Brazilian scientific journal and promoted locally.

Budget: $ 50,000

(C) Chile

(i) Retainer relationships. Retainer agreements are proposed for Drs. Gil and Lopez. Pursuant to the agreements, Dr. Gil would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Gil would focus particularly on comparing outdoor with indoor air, relying upon results obtained from the 1993-94 Chilean field study, as well as his previous research, as support for his arguments. Dr. Gil should understand that industry representatives may identify him to journalists as a local indoor air quality expert. If journalists do not contact Dr. Gil directly as a result of his identification as an indoor air quality expert, he will be expected to write letters to the editors of newspapers or magazines publishing negative

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articles on ETS. A maximum of three letters per year would be expected.

(b) Prepare and place two popular articles discussing indoor air quality concerns. The first would report on the Buenos Aires symposium, with a particular focus on the initial results of the Chilean field study. The second would address the need for Chile to set appropriate priorities for resolving air quality problems in the country.

(c) On an ad hoc basis, discuss ETS and indoor air quality issues with government officials with whom he has contacts and, should smoking restriction legislation be introduced after the Chilean field study is complete to make scientific presentations in opposition to such legislation.

Budget: $ 20,000

Dr. Lopez would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Lopez would use his involvement in translating *Other Peoples' Tobacco Smoke*, as well as his ETS review article, as support for his arguments. Dr. Lopez should understand that industry representatives will identify him to journalists as an expert on ETS issues and that, if such identification does not result in journalists contacting him directly to comment on ETS

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issues, he is to write letters to the editors. A maximum of three letters per year would be expected.

(b) Write one scientific article on the toxicology of indoor and outdoor air, to be published in a Chilean scientific journal.

(c) Assist Dr. Gil in expressing opposition to antismoking legislation to government officials if necessary.

Budget: $ 15,000

(D) Costa Rica

(i) Retainer relationship with Dr. Alfaro. A retainer agreement is proposed for Dr. Maria Alfaro. Pursuant to the agreement, Dr. Alfaro would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Alfaro would rely on the results of the Central American field study as support for her arguments. She will be identified by industry representatives to local journalists as an indoor air quality expert. If such identification does not result in her being contacted by local journalists directly, Dr. Alfaro should be prepared to write letters to the editors of newspapers or magazines. A maximum of four letters per year would be expected.

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(b) Prepare and place three articles in popular magazines or newspapers. One of the articles would report on the Buenos Aires symposium. Another would propose priorities for Costa Rica and other Central American countries for addressing outdoor and indoor air quality problems. The third would address indoor air quality problems in homes.

(c) Make presentations to government officials in opposition to antismoking legislation if necessary.

Budget: $ 25,000

(E) Ecuador

(i) Retainer relationship with Dr. Raad. A retainer agreement is proposed for Dr. Raad. Pursuant to the agreement, Dr. Raad would be expected to:

(a) Write three articles on indoor air quality issues, at least one of which would focus specifically on ETS.

(b) Respond to unbalanced or scientifically inaccurate media articles on ETS should the need arise.

(c) Attempt to initiate a television program focusing on the Buenos Aires symposium.

Budget: $ 20,000

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(F) Guatemala

(i) Retainer relationship with Dr. Gonzalez. A retainer agreement is proposed for Dr. Gonzalez. Pursuant to the agreement, Dr. Gonzalez would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Gonzalez would use the results of the Central American field study as support for his arguments. Dr. Gonzalez will be identified by industry representatives to local journalists as an indoor air quality expert. If such identification does not result in him being contacted by local journalists then Dr. Gonzalez is to write letters to the editors of newspapers and magazines. A maximum of four letters per year would be expected.

(b) Prepare and place three articles in popular magazines or newspapers. One of the articles would cover the Buenos Aires symposium. A second would propose priorities for Guatemala and other Central American countries for addressing outdoor and indoor air quality problems, perhaps written jointly with Dr. Alfaro. The third would address indoor air quality problems in homes, with a particular emphasis on microbiologic contamination.

Budget: $ 10,000

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(G) Venezuela

(i) Retainer agreements with Dr. Burger and AmbioConsult. Retainer agreements are proposed for Dr. Bruno Burger and AmbioConsult. Pursuant to the agreements, Dr. Burger would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking restrictions for scientifically unjustified reasons. Dr. Burger would focus particularly on health claims. His response may be initiated by industry representatives inviting journalists to contact him to comment on ETS issues. If he is not contacted by journalists following the industry's invitation, Dr. Burger is to write letters to the editors of the newspapers or magazines. A maximum of three letters per year would be expected.

(b) Write two articles on indoor air quality issues for popular magazines. One would cover the Buenos Aires symposium. The other would address the medical issues associated with indoor and outdoor air pollution, focusing on carbon monoxide exposure.

Budget: $ 25,000

AmbioConsult would be expected to:

(a) Respond promptly to media articles misrepresenting the science of ETS or calling for smoking

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restrictions for scientifically unjustified reasons. AmbioConsult would focus particularly on building design and ventilation and sick building syndrome. AmbioConsult's response may be initiated through a journalist calling them, at the industry's invitation, for comment. Otherwise, AmbioConsult will be expected to write letters to the editors of newspapers or magazines. A maximum of three letters per year would be expected.

(b) Write two articles on indoor air quality issues for popular magazines. One would discuss building approaches to improving indoor air quality. The other would compare indoor and outdoor air pollution.

Budget: $ 20,000

5. Estimated Covington & Burling Fees and Expenses

Fees and expenses for Covington & Burling to administer the Latin Project are expected to be U.S. $130,000. This figure assumes an average of 10 hours per week of Patrick Davies' time throughout the year and an additional U.S. $30,000 for travel and administrative expenses.

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